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Images are for illustrative purposes only  
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Phase 2 - Project Overview

Sign Code Amendments (Title 23) to allow signage on non-City-owned sites - Phase 2

- Signage on public right-of-way to allow off-premise commercial advertising along public amenities, street furniture, and transit facilities.
- Other considerations: Illumination parameters and change to the non-operating hours from 12:00 a.m.- 6:00 a.m. to 12:00 a.m.- 5:00 a.m. for illuminated and programmable signs.



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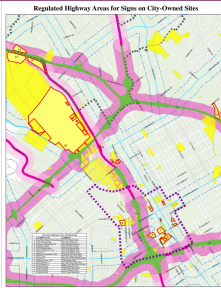
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City Council Approval – September 2018

List of Potential City-owned sites - Phase 1

APN	CURRENT USE	ADDRESS	SIGNS
1 250-34-039	San Pedro Market Parking Garage	45 North Market Street	2
2 467-21-002	CSJ Parking Garage	95 North Third Street	1
3 259-43-064	Center for Performing Arts	255 Almaden Boulevard	2
4 467-46-109	Hammer Theater	101 Paseo San Antonio	2
5 467-46-097	CSJ Parking Garage	280 South Second Street	1
6 259-40-066	San Jose Museum of Art	110 South Market Street	1
7 259-42-023	The Tech	201 South Market Street	1
8 264-29-113	McElerny Convention Center	150 West San Carlos Street	2
9 259-28-043	SAP Center	525 West Santa Clara Street	2
10 230-37-020	Vacant Lot (Near National Guard)	Hay 47 and West Hedding Street	1
11 254-01-004	Mahury Service Yard	1404 Mahury Road	1
12 259-06-054	CSJ Parking Lot	737 North San Pedro Street	1
13 259-04-019	CSJ Parking Lot	Hay 47 and West Mission Street	1
14 101-03-009	Airport Facility	2500 Seaboard Avenue	1
15 230-01-053	Airport Facility	2200 Airport Boulevard	1
16 230-46-065	Airport Facility	1128 Coleman Avenue	1
17 230-02-021	Airport Facility	2341 Airport Boulevard	1



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\*All sites located within 1000 feet of commercial/ industrial activity.

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Off-Site Signs - State/ Federal Regulations



PHASE 1 – City-owned sites

Regulated Highway Areas City-wide for Signage

- Freeway Non-Landscaped Area Penalty Buffered
- City Owned Parcels
- Principal Arterials
- Freeway Landscaped Area
- Freeway Landscaped Buffered

ILLUSTRATIVE ONLY  
NOT TO BE USED FOR ANY LEGAL PURPOSE  
Map is a snapshot in time that reflects local available data as of October 19, 2017

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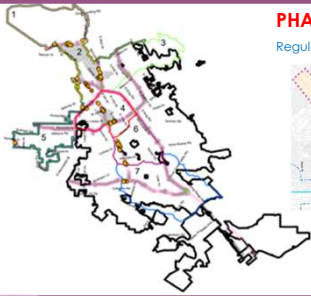
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### Off-Site Signs - State/ Federal Regulations

**PHASE 2 – Non- City-owned sites**

Regulated Highway Areas City-wide for Signage



Area specific boundary maps

**ILLUSTRATIVE ONLY.**  
These proposed sites are still under review and not a final map. Site identification based on conformance with established criteria and located along freeway-facing sites.

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Images are for illustrative purposes only.  
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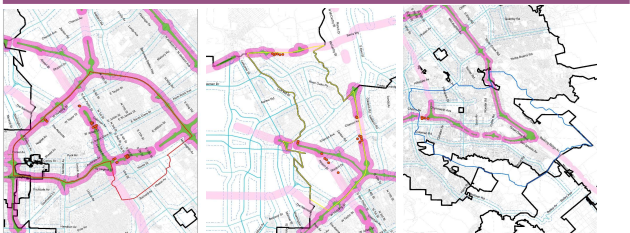
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### Off-Site Signs - State/ Federal Regulations



Site Consideration and Identification:  
Regulated Highway Areas City-wide for Signage

**ILLUSTRATIVE ONLY.**  
These proposed sites are still under review and not a final map. Site identification based on conformance with established criteria and located along freeway-facing sites.

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### Off-Site Signs - State/ Federal Regulations

Permit/ License required under State and Federal law, if visible from freeway and located within 660 feet of State- or Federally-designated highways including:

- Landscaped Freeways
- Bonus/ Penalty Segments
- Principal Arterials

**Federal Penalty Highways**  
85, 87, 101, 237, 280, 680, 880

**Federal Bonus Freeways**  
280, 680

**Landscaped Freeways**  
**CALTRANS**  
17, 85, 87, 101, 237, 280, 680, 880

**Principal Arterials**

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### Outreach


Prior **Phase 1** outreach and public engagement

**Community Meeting 1: July 13, 2020**

Additional virtual focus group meetings scheduled in July 2020  
(Thursday, **July 23**; Monday, **July 27**; Thursday, **July 30**)

- Environmental groups
- Sign companies
- Lick Observatory
- Stakeholders

Community Meeting 2: **September 2020**

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### Next Steps

What's next?

Environmental Review


Fall 2020  
20 Day Public Circulation:  
Public Comment

Planning Commission Hearing

Fall 2020  
PC /CC Notice  
Public Comment at PC

City Council Hearing

Fall 2020  
Public Comment at CC

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### Public Comment/Open Forum

Have a question or comment? Please use the "Raise Hand" feature on Zoom.  
If you are joining us through the Zoom Webinar link or click \*9 on your phone if you are calling in.

1:48

City staff will queue speakers. City staff will then call out name or last three digits of phone number – please unmute yourself when you hear your name/number called. After we confirm your audio is working your allotted time will begin. Each speaker will have two minutes.

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Meeting Adjournment

Contact us!


**Planning (PP20-004)**  
Project Manager: Aparna Ankola  
Email: [Aparna.Ankola@sanjoseca.gov](mailto:Aparna.Ankola@sanjoseca.gov)

**Environmental (ER20-054)**  
Environmental Planner  
Email: [Adam.Petersen@sanjoseca.gov](mailto:Adam.Petersen@sanjoseca.gov)

Planning project web page- <https://bit.ly/SignOrdinanceUpdate>  
Environmental project web page- [www.sanjoseca.gov/activeeirs](http://www.sanjoseca.gov/activeeirs)

Virtual Engagement Survey:  
<https://forms.gle/5gsvAwxFoQLyLKreA>

Thanks for joining us!

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[www.sanjoseca.gov/planning](http://www.sanjoseca.gov/planning)

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